

To: *P Hess_Ret
From: Kuruc, Nick
Edited: 9/17/96 7:40
Subject: SIGNATURE Permanent Display

Additional instructions for placement of "Pack Blockers" on DORAL Savings Display and SIGNATURE Permanent Display:

DORAL Brand Specific Display: Place 1 DORAL 2 Pack Blocker in the top middle section of this display. Place 1 2 Pack (Blocker) Pricer with current single pack DORAL Price in the bottom middle section of this display. Placing the pack blockers in the middle section of this display will reduce 18 brand facings to 12.

DORAL System III Display: Place 1 DORAL 2 Pack Blocker and 1 2 Pack Blocker Pricer with current DORAL single pack price. This will reduce brand facings from 16 to 12.

SIGNATURE Permanent Display: Place 1 2 Pack Blocker Pricer with SIGNATURE single pack price. This will reduce brand facings from 12 to 10.

After all Pack Blockers are placed RJR should have a total of 38 brand facings (FP, Savings, and SIGNATURE). Please be reminded that the 1996 Retail partners Contract with Hess calls for a total of 32 brand facings.

If you have any questions regarding the above, please call me.

Thank you.

CC: Piscitelli, J

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